

©CIL 20661

✓ THE BORDER REGION ✓

OCT 17 1924 ✓

Photoplay in seven reels ✓

Story by Zane Grey x

Directed by William K. Howard

Author of photoplay (under Sec. 62)

Famous Players Lasky Corporation of the U. S.

"The Border Legion" is 7 Reels—7,048 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

ZANE GREY'S

"THE BORDER LEGION"

With Antonio Moreno and Helene Chadwick

Directed by William K. Howard

Screen play by George Hull

A Paramount Picture

PURPOSE: To Help You Sell the Picture to the

Zane Grey's "The Border Legion" Thriller with Antonio Moreno

©CIL 20661

CAST STORY

Second Zane Grey Production

ZANE GREY'S great tale of a band of outlaws who rode the Southern Idaho Border in the old days of the West, preying upon cattle and gold towns. *A true story!*

Here's another big box-office knockout by the author of "The Call of the Canyon" and "Wanderer of the Wasteland," the first full length, natural-color picture, etc., filmed on the actual locations described by the author.

Antonio Moreno and Helene Chadwick are featured in the principal roles of the production which was directed by William Howard, a newcomer to Paramount but an old hand at turning out A-1 entertainers. George Hull wrote the scenario.

The story has to do with the love affair of a beautiful daughter of the West and a young cowboy. The girl brands him as "too lazy to even be bad," and the boy does his best to belie the statement by joining the outlaws and becoming a regular rip-roaring, six-shooting, law-defying cut-up.

Cast

Jim Cleve.....Antonio Moreno
Joan Randle.....Helene Chadwick
Kells.....Rockliffe Fellowes
Gulden.....Gibson Gowland
Harvey Roberts.....Charles Ogle
Pearce.....Sorey
Blicky.....Edward Gribbon
Bill Randle.....Luke Cosgrave

Synopsis

DURING a lover's quarrel, Joan Randle tells Jim Cleve that he is too lazy to be even bad. Cleve says he will prove just how bad he can be and goes off to join "The Border Legion," the most notorious bandits of the far West.

Joan repents and rides after Jim. She is captured by Kells, the leader of the Legion, and taken to his shack. Kells attempts to make love to the girl, and she shoots him. During the days that follow Kells falls truly in love with Joan who has nursed him back to health.

Gulden, Kells' lieutenant, arrives and wants the girl for himself, but Kells tells his men that Joan is his wife. He then asks Joan to marry him. Remembering Cleve, she refuses.

(The first was the natural-color picture, "Wanderer of the Wasteland")

ZANE GREY and Paramount! Two of the biggest names in the world—author in America today—the greatest producing organization in the world. And Zane Grey personally supervises all of his stories. Paramount! Satisfy the millions of Zane Grey fans by showing Paramount-Zane. And show them all! (See bottom of last column.)

ADOLPH ZUKOR
AND
JESSE L. LASKY
PRESENT

Zane Grey's "THE BORDER LEGION"



Four-column Newspaper Advertisement 4A.

Mats 25c each at y

Fine Romance of
the "Old West"

Zane Grey's "The Border
Legion" Coming to

PUTTING IT
OVER RIGHT

Street ballyhoo—
back, stage coach ide

For a prologue,
costumes, sitting
fire singing typica
elains. One con

PARAMOUNT

Anything in This Press Sheet May Be Reprinted

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ZANE GREY'S

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With Antonio Moreno and Helene Chadwick

Directed by William K. Howard

Screen play by George Hull

A Paramount Picture

SHEET

To Help You Sell the Picture to the Public.

*"The Border Legion" Big Western Love
Antonio Moreno and Helene Chadwick*

Production of "Famous 40"

Color picture, "Wanderer of the Wasteland")

of the biggest names in the world of entertainment—the most popular
est producing organization in the picture business.
es all of his stories Paramount transfers to the screen.
ans by showing Paramount-Zane Grey pictures.
(last column.)

FILM FACTS

Featured Players

ANTONIO MORENO, Helene Chadwick, Moreno
was recently co-featured with Agnes Ayres
in "The Story Without a Name." Tony is one of
the most popular leading men on the screen today.
Little need be said by way of introduction for Miss
Chadwick. She's ace-high with the fans.

Director

William Howard. "The Border Legion" is his
first production under the Paramount banner.

Author

Zane Grey, without a doubt, the greatest of all
writers of the "he-man" days of the early West.
Every one of his stories which were made into
pictures go over big for exhibitors. They'll all
tell you that.

Scenarist

George Hull.

Cameraman

Alvin Wyckoff, who photographed Pola Negri in
"Lily of the Dust."

Support

Rockliffe Fellowes, Charles Ogle, James Corey,
Edward Gribbon, Luke Cosgrave, Gibson Gowland.

Type of Story

Western drama with plenty of thrills and good
strong love interest.

Theme

Regeneration—A young cowboy becomes an out-
law to prove to his sweetheart that he is not "too
lazy to be even bad" as she claims. The girl is
captured and carried to the bandit stronghold—
rescued by the cowboy after a great fight. She
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Appeal

We have only to turn to the other Zane Grey
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story is what the fans eat alive. "The Call of the
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all the rest have made and are making money hand-
over-fist for the Paramount exhibitor. It's ro-
mance and thrills the fans want, and "The Border
Legion" is nothing else but just that!

Big Scenes

Prospectors, gold towns, strikes, bandit raids,
stage hold-ups—screen action that fairly sizzles—
all the old-time serial thrills crammed into what
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taining attractions. All the great outdoors is the
stage for "The Border Legion," with cloud-tipped
mountains forming the most gorgeous 'back drops'
you've ever seen. All the earlier Zane Grey tales
were filmed on the actual locations described by the
author, and "The Border Legion" is no exception.
Mr. Grey, himself, selected the locations for the
filming of this picture.

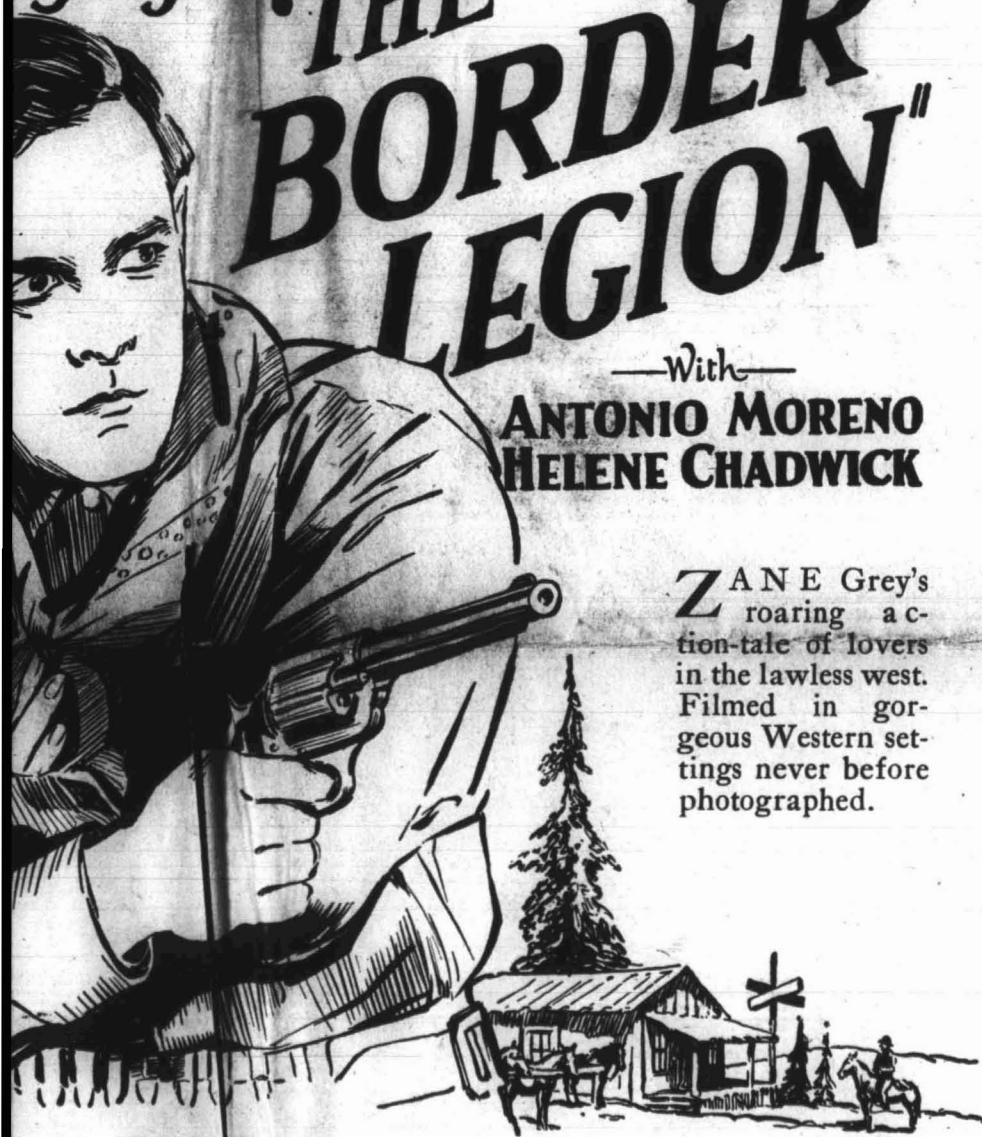
Here's a picture in which you could take one
scene or every scene and make it stand alone. It's

Grey's THE BORDER LEGION

—With—

**ANTONIO MORENO
HELENE CHADWICK**

ZANE Grey's
roaring ac-
tion-tale of lovers
in the lawless west.
Filmed in gor-
geous Western set-
tings never before
photographed.



Advertisement 4A. Mats 25c each at your Paramount Exchange.

ING IT
RIGHT

Street ballyhoo—Cowboys on horse-
back, stage coach idea, etc.

For a prologue, men in cowboy
costumes, sitting around a camp-
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**Zane Grey Story
Paramount Film**

Antonio Moreno, Helene
Chadwick in "The
Border Legion"

the author of "The Call of the Canyon" and "Wanderer of the Wasteland," the first full length, natural-color picture, etc., filmed on the actual locations described by the author.

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Joan repents and rides after Jim. She is captured by Kells, the leader of the Legion, and taken to his shack. Kells attempts to make love to the girl, and she shoots him. During the days that follow Kells falls truly in love with Joan who has nursed him back to health.

Gulden, Kells' lieutenant, arrives and wants the girl for himself, but Kells tells his men that Joan is his wife. He then asks Joan to marry him. Remembering Cleve, she refuses.

Cleve, himself, arrives in the bandit camp to join up with the outlaws. Joan makes her presence known to him, and they plan to escape. Cleve secretly brings a parson to the cabin, and he and Joan are married.

News of a big gold strike in town arrives. Kells rushes his men, disguised as miners, to the scene. He hopes to stick up the place after a goodly quantity of " loot " has been collected. In the meantime Joan is kept locked up in the shack.

A member of Kells' gang betrays him, and only a few of the Legion escape with their lives from town. Cleve, meanwhile, rides back to the cabin and rescues Joan. They meet the stage carrying the gold shipment in the woods and get seats on it.

From their rallying point, the Legion holds up the coach. The frightened horses tear away. Kells snatches Joan up just as the stage overturns. Jim is thrown clear and left for dead.

Back in their mountain retreat, the band comes to blows over the gold. Gulden and Kells cut cards for Joan. Gulden wins, but Cleve arrives, weak and hardly able to stand. He draws his gun, but Gulden fells him with a terrific blow to the face. Kells gives his life in protecting Joan, and the girl and Jim ride away to freedom and happiness.

Satisfy the millions of Zane Grey fans by showing *Paramount Zane Grey's "The Border Legion"* And show them all! (See bottom of last column.)

ADOLPH ZUKOR
AND
JESSE L. LASKY
PRESENT

Zane Grey's "THE BORDER LEGION"



Four-column Newspaper Advertisement 4A. Mats 25c each

Fine Romance of the "Old West"

Zane Grey's "The Border Legion" Coming to the Rialto

A romance of the "Old West" lives again in Zane Grey's "The Border Legion," a Paramount picture with a featured cast headed by Antonio Moreno and Helene Chadwick, which opens.....at the.....

Moreno, as a cowpuncher, is in love with a beautiful daughter of the West, played by Helene Chadwick—so much so, in fact, that he neglects his work to visit her and is discharged by Charles Ogle playing the part of a cattle owner. The girl taunts Moreno and he rides away to join "The Border Legion," a band of conscienceless outlaws headed by Rockliffe Fellowes and Gibson Gowland. Later the girl repents and takes Ogle to ride with her to find Moreno and bring him back. They are intercepted by Fellowes who kills Ogle and steals the girl. In the lonely cabin where she is Fellowes' prisoner, the girl is found by Moreno when he comes to join The Legion. They plan to escape but are frustrated. Moreno finds a wandering preacher and he and the girl are married, she leaning from the window of her bedroom-prison.

The Legion goes to raid a gold camp but is betrayed. Fellowes, Gowland, and two other bandits alone escape from a street fight during which Moreno has rescued the girl and is fleeing with her on the gold coach. The remnants of the band hold up the coach, wound Moreno and again capture the girl.

In a game of cards in another cabin, the girl is won by Gowland, but at the crucial moment Moreno staggers in and stands swaying in the doorway. Then ensues one of the most dramatic points in the picture, in a scene fraught with stirring action. William Howard directed.

PUTTING IT OVER RIGHT

Another Zane Grey-Paramount production—a gilt-edged guarantee of immense success at the box-office. There hasn't been a picture made yet from one of this most popular of all American authors' stories that hasn't gone over big. And "The Border Legion" is one of his very best!

Run a couple of teaser ads, signed "The Border Legion," in the papers. "Watch out for 'The Border.' We'll be in.....next.....," etc.

Novelty ad: "Some famous Legions—The Legion of Honor—The American Legion—The Border Legion."

Tie-up with the book-stores on Zane Grey stories. Besides "The Border Legion," "To the Last Man," "The Call of the Canyon," "The Heritage of the Desert" and "Wanderer of the Wasteland" are all stories by this author that have been made into Paramount pictures.

Every one of Zane Grey's novels sells over a million copies. And you can just bet your life every reader is a picture fan.

Street ballyhoo back, stage coach

For a prologue costumes, sitting fire singing to plains. One monica.

Get out a ca application f "The Border back could b

Then — t adside: "bro murder and BODER LI BO like fury ing

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Grey's

THE BORDER LEGION

—With—
ANTONIO MORENO
HELENE CHADWICK

ZANE Grey's roaring action-tale of lovers in the lawless west. Filmed in gorgeous Western settings never before photographed.



Advertisement 4A. Mats 25c each at your Paramount Exchange.

ING IT RIGHT

Street ballyhoo—Cowboys on horse-back, stage coach idea, etc.

For a prologue, men in cowboy costumes, sitting around a campfire singing typical songs of the plains. One could play a harmonica.

Get out a card in the form of an application for membership in "The Border Legion." On the back could be your theatre and

When — the old reliable police broadside: "WANTED—for theft and murder—members of THE BORDER LEGION, last seen riding like fury for the....Theatre."

The Border Legion' actually made the Southern Idaho Border," says Zane Grey. Make a feature newspaper story of FAMOUS BORDER LEGIONS OF HIS STORY. Tell what they did. The James Boys and all the rest come in here.

Then, "The greatest of all BORDER LEGIONS—Zane Grey's at the.....on"

Take a look at the herald on this production. It's a sure seat-seller. And so cheap!

These are only a few suggestions. Advertise! You have two great names and one of the greatest Western thrillers of recent years to work with.

Zane Grey Story Paramount Film

Antonio Moreno, Helene Chadwick in "The Border Legion"

THE Zane Grey Paramount picture, "The Border Legion," featuring Antonio Moreno and Helene Chadwick in the principal roles, will be shown next at the

The story deals with the love affair of a beautiful daughter of the West, played by Miss Chadwick, and Moreno, a young cowboy, and with the activities of a band of ruthless outlaws called "The Border Legion," headed by Rockliffe Fellowes and Gibson Gowland.

Taunted by the girl, Jim Cleve (Moreno) decides to join the Legion. The girl, forgiving, rides to bring him back, but is intercepted by Kells (Fellowes) who takes the girl a prisoner to his lonely cabin in the mountains. He tries to make love to her but she resists, shooting and wounding him.

Cleve goes to the cabin to enlist in the Legion. He catches sight of the girl and manages to get a word alone with her. They plan to escape. When this proves impossible, Jim finds an itinerant preacher, and he and the girl are married.

The outlaws ride to raid a gold camp but are betrayed and only four escape alive. During the raid Cleve and the girl escape on the coach carrying the gold from the camp, but the remnants of the band hold up the coach, wound Cleve and again carry off the girl.

The bandits have gathered in a cabin and are playing cards to see who shall have the girl when Cleve, bloody and barely able to stand, staggers in. He reaches for his guns. The lights are knocked out. Pistols flash and then.....

What a climax this is! Better see the picture for yourself. It's Zane Grey's greatest story, directed by William Howard.

Director

William Howard. "The Border Legion" is his first production under the Paramount banner.

Author

Zane Grey, without a doubt, the greatest of all writers of the "he-man" days of the early West. Every one of his stories which were made into pictures go over big for exhibitors. They'll all tell you that.

Scenarist

George Hull.

Cameraman

Alvin Wyckoff, who photographed Pola Negri in "Lily of the Dust."

Support

Rockliffe Fellowes, Charles Ogle, James Corey, Edward Gribbon, Luke Cosgrave, Gibson Gowland.

Type of Story

Western drama with plenty of thrills and good strong love interest.

Theme

Regeneration—A young cowboy becomes an outlaw to prove to his sweetheart that he is not "too lazy to be even bad" as she claims. The girl is captured and carried to the bandit stronghold—rescued by the cowboy after a great fight. She repents, and they live happily ever after.

Appeal

We have only to turn to the other Zane Grey Paramount pictures to show that this type of story is what the fans eat alive. "The Call of the Canyon," "To the Last Man," "The Heritage of the Desert," "Wanderer of the Wasteland" and all the rest have made and are making money hand-over-fist for the Paramount exhibitor. It's romance and thrills the fans want, and "The Border Legion" is nothing else but just that!

Big Scenes

Prospectors, gold towns, strikes, bandit raids, stage hold-ups—screen action that fairly sizzles—all the old-time serial thrills crammed into what is going to prove one of the season's most entertaining attractions. All the great outdoors is the stage for "The Border Legion," with cloud-tipped mountains forming the most gorgeous 'back drops' you've ever seen. All the earlier Zane Grey tales were filmed on the actual locations described by the author, and "The Border Legion" is no exception. Mr. Grey, himself, selected the locations for the filming of this picture.

Here's a picture in which you could take one scene or every scene and make it stand alone. It's a succession of real honest-to-goodness punches, and every punch is a real wallop!

Program Shorts

A GREAT story by a great author—a big picture with a big cast.

Cross the border from boredom to thrills. See "The Border Legion," a Zane Grey-Paramount production.

A "Famous 40" Paramount picture.

Produced on the actual location described by the author and, according to Zane Grey, himself, a true story!

Antonio Moreno and Helene Chadwick in the finest western romance of them all—teeming with action and thrills.

Another triumph by the author of "The Heritage of the Desert," "Wanderer of the Wasteland," etc.

Virile, two-fisted drama against a background of the rugged West. An actionful tale of a notorious band of marauders who rode the Southern Idaho Border.

Played these?

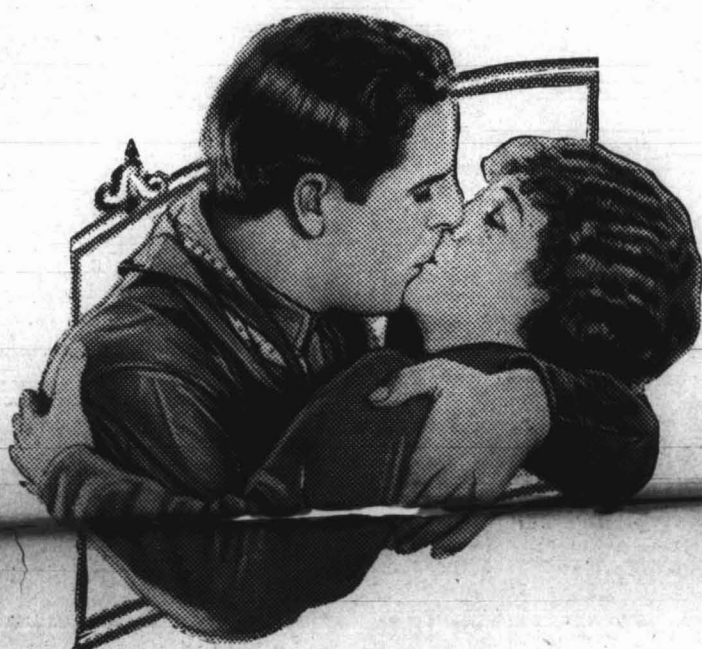
To the Last Man Heritage of the Desert
Call of the Canyon Wanderer of the Wasteland

All Zane Grey-Paramounts



Zane Grey's "The Border ADS THAT WILL GET THE EY

Your Exchange has mats of all ads and production scenes; also cuts of one, two,



Antonio Moreno and Helene Chadwick in Zane Grey's
"The Border Legion" A Paramount Picture

Two-column Production Mat 2P

(Mats 10c each at your Paramount exchange)

THEATRE



A BETTER brand
of Western pic-
ture isn't known than
this Zane Grey ro-
mance-thriller. Why
miss it?

One-column Press Ad 1A

TRAILER

You can get an excel-
lent Service Trailer on
"The Border Legion."

This is 75 feet long
and costs \$5 during the
first 4 months after re-
lease date. Refund of
\$1.50 if returned within
two weeks.

After first 4 months
cost is \$2.50. Refund of
\$1.00 if returned within
two weeks of shipment.

Ask your booker or
order direct from Na-
tional Screen Service,
Inc. See Price List,
Page 4.

ADOLPH ZUKOR AND JESSE L. LASKY
PRESENT

Zane Grey's

"THE BORDER LEGION"

ANTONIO
HELENE
CHADWICK

If you want to be
thrilled and en-
tertained royally,
here's your picture.

Zane Grey's blood-
tingling story of the
Borderland. Filmed
in gorgeous outdoor
settings rivalling
anything yet shown.

A picture you'll
never regret coming
to see.



Three-column Newspaper Advertisement 3P

SUGGESTION FOR MAILING

(Address on Other Side)

*The Border
Legion is
coming!*

COMING like the wind
across the Borderland to
the heart of the land of thrills.
Millions of booklovers and
everybody else will want to see
Zane Grey's greatest story on
the screen.

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ANTONIO
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A Param

ADOLPH ZUKOR AND
JESSE L. LASKY PRESENT
Zane Grey's "The
BORDER LEGION"

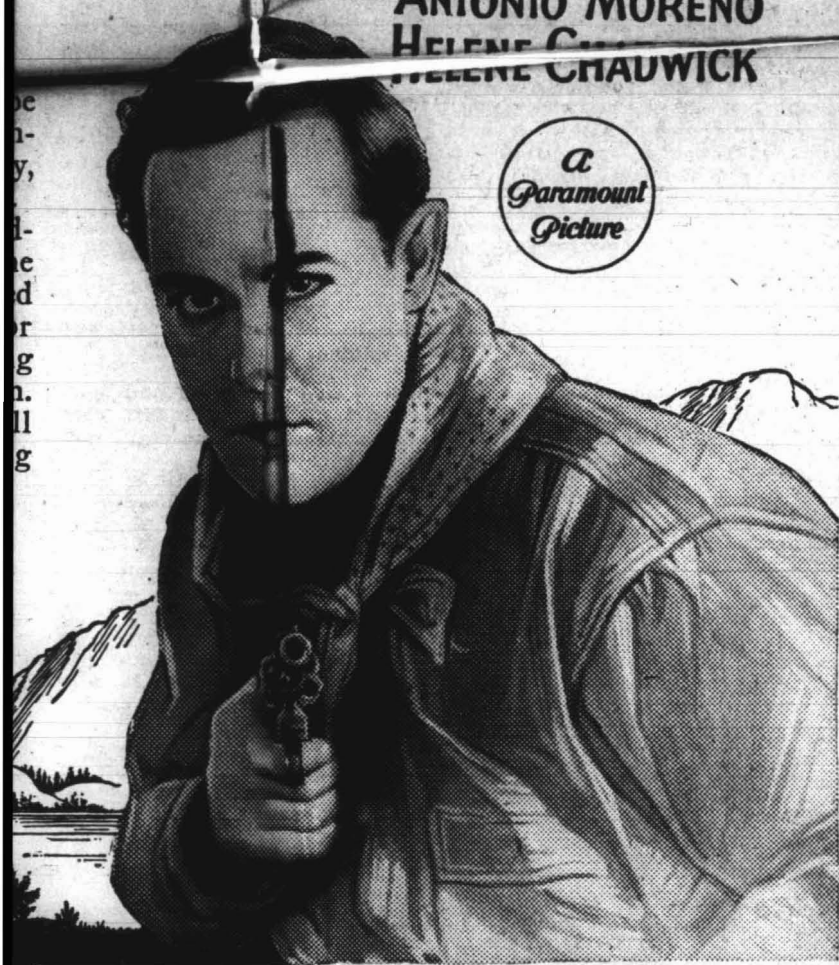
Grey's "The Border Legion" GET THE EYE AND THE MONEY

action scenes; also cuts of one, two, and two-supplementary ads. Price List on Page 4.



LASKY y's **BORDER LEGION"**

WITH
ANTONIO MORENO
HELENE CHADWICK



Three-column Newspaper Advertisement 3A

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(Address on Other Side)

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Zane Grey's "THE BORDER LEGION"

with
ANTONIO MORENO
and
HELENE CHADWICK
A Paramount Picture



Antonio Moreno and Helene Chadwick
in "The Border Legion"
A Paramount Picture
Production Mat 1PA



Antonio
Moreno
in "The Border Legion"
A Paramount Picture
Production Mat 1PB

Ad or Program Shorts

A romance of the borderland and the reckless band that ruled it.

The story that has been read and re-read by millions, now a screen classic.

Another of those clean, virile, pulse-stirring dramas for which Zane Grey is famous.

When you see "The Border Legion" you'll know how it feels to be *really* thrilled.

The author himself supervised the production—you know it's done *right*!

You won't be bored at "The Border Legion," a picture whose thrills ARE thrills!

Come and see "The Border Legion" ride through thrills and romance.



Directed by
William Howard
Screen play by
George Hull

ZANE GREY himself supervised the filming of "The Border Legion." You can bank on it being the high-grade production such a fine story merits.

(Mats 10c each at your Paramount exchange)

THEATRE



Zane Grey's
'THE BORDER LEGION'
—With—
Antonio Moreno
Helene Chadwick

A BETTER brand of Western picture isn't known than this Zane Grey romance-thriller. Why miss it?

One-column Press Ad 1A

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This is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within two weeks.

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ADOLPH ZUKOR AND
JESSE L. LASKY PRESENT
Zane Grey's **"The BORDER LEGION"**
WITH
ANTONIO MORENO
HELENE CHADWICK



ZANE GREY'S most exciting action-romance. Filmed in the very locale of the story.

Rockliffe Fellows, Gibson Gowland and Charles Ogle included in the big cast.

THEATRE NAME

Two-column Press Advertisement 2A

Four-Page Colored



If you're Paramount be. Start watch the r

The cover left, but bla do the origin

Ask your you a sam \$3.00 per 1,

Back page tre name, da



Three-column Newspaper Advertisement 3A

ION FOR MAILING CARD

(Address on Other Side)

Zane Grey's "THE BORDER LEGION"

with

ANTONIO MORENO
and
HELENE CHADWICK
A Paramount Picture

the wind
derland to
of thrills.
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want to see
t story on

ge Colored Herald

If you're not a regular user of
Paramount heralds you ought to
be. Start with this one and
watch the result!

The cover is illustrated on the
left, but black and white doesn't
do the original full justice.

Ask your exchange to show
you a sample in rich colors.
\$3.00 per 1,000.

Back page left blank for thea-
tre name, dates, etc.



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RIALTO THEATRE

Two-column Supplementary Press Ad 2AS



REST
of
BILL

EVERY Zane Grey story
screens like a million dollars.
But here's one that goes way be-
yond the others in rapid-fire drama
and whirlwind action.

By far the best Zane Grey pro-
duction to date.

Directed by William Howard — Screen play by George Hull

Two-column Supplementary Press Ad 2ASX



Zane Grey's "The Border Legion" STORIES TO GET YOU VAL

Clip the stuff you want on this page and send it to the editors. Additional

"Border Legion" New Zane Grey-Paramount Film

Story of the "Old West," with Antonio Moreno, Helene Chadwick

THE "Old West" has come back! Once again in the far North country where Zane Grey wrote the novel "The Border Legion," cowboys in picturesque stretches where wire fences have not come.

Once again the tinkle of spurs and the creak of saddle leather break the lazy hush of midday.

Once again, in a cloud of dust that darkens the sun, great herds of cattle move through the sagebrush wilderness with the steady rumble of a thousand hoofs.

Once again the rolling hills hear the shrill "coo-ee" of the cowboys, riding herd with one knee thrown nonchalantly over the saddle horn.

The old west was reborn for Paramount's picturization of "The Border Legion," in locations personally selected by Zane Grey. Far in the North country, a selected cast of Paramount players headed by Antonio Moreno, Helene Chadwick, Charles Ogle, Rockliffe Fellowes and Gibson Gowland, brought to life the characters that lived long ago.

Approximately 100 minor players, chiefly cowboys, take part in the spectacular production, directed by William Howard.

"The Border Legion," which opens at the... Theatre on... was filmed true to life.

The story, adapted to the screen by George Hull, has to do with the activities of a band of ruthless outlaws who preyed upon settlers and gold towns in the early days of Idaho.

A replica of one of the great cattle drives of the early days is a striking sight.

Here is, perhaps, one of the greatest of all Zane Grey tales, produced as is fitting such a story, with a cast that approaches perfection. Moreno and Miss Chadwick have featured roles, and others, besides those already mentioned, include Charles Ogle, James Corey, Edward Gribbon and Luke Cosgrave.

Alvin Wyckoff did the photography.

Film Cowboys Draw Lots to See Who Dies First

An odd situation developed recently during the filming of the Zane Grey-Paramount production, "The Border Legion."

The cowboys drew lots to see who got killed first!

The argument began while the special train bearing Antonio Moreno, Helene Chadwick, Rockliffe Fellowes, Charles Ogle, Gibson Gowland and nearly 100 players was speeding through the night from Los Angeles.

"Is there any fishing up there?" one cowboy asked.

"Sure!" answered one of his fellows.

That began the argument, the motive being that the man who gets killed first would have more time to go fishing, since he couldn't appear in the picture after his demise.

The argument was settled the first day when the company assembled under the pine trees of the mountainous region where Grey personally selected locations for the making of the picture and drew lots. A young man named Sherry Tansey was "killed" the following day, and was thereafter detailed to keep the troupe in trout.

"The Border Legion," coming to the... on... is a story of the early days of the West when the respectable element in a community was at bay against a band of conspirators who plundered and murdered for

Advance Stories

Zane Grey's "Border Legion" Coming Here

THE Zane Grey-Paramount production, "The Border Legion," with Antonio Moreno and Helene Chadwick, will be the feature at the... Theatre for... days beginning... next.

The story, directed by William Howard, was adapted to the screen by George Hull. It is a fast-moving tale of the wild and woolly days when the West was a story of the old days when "The Border Legion," one of the most feared of all bandit gangs, terrorized the Southern Idaho border, plundering and killing in its search for gold.

Of all the Zane Grey stories, "The Border Legion" is one of the best. Film fans of... have seen "To the Last Man," "The Call of the Canyon," "The Heritage of the Desert" and the natural-color picture, "Wanderer of the Wasteland," all Zane Grey stories, on the screen at the... All were high-class entertainment, but "The Border Legion" is going to prove even more popular.

The entire picture was taken in the mountainous wilderness of the Northwest where, in the early days, the Border Legion was a real menace. To make the picture, Paramount players went one hundred miles into the mountains from a railroad that "The Border Legion" might be filmed on the actual locations described by the author.

Rockliffe Fellowes, Gibson Gowland and Charles Ogle have prominent roles in support of the principal players.

Paramount-Zane Grey Story Due at the Rialto

"The Border Legion," with Antonio Moreno and Helene Chadwick featured in the leading roles, comes to the... Theatre for a run of... days on... next.

The picture is an adaptation of the popular novel of the same name by Zane Grey. It deals with the activities of a band of ruthless outlaws which spread death and destruction in the gold towns of the early '70s. The production was filmed in isolated and beautiful locations selected by the author.

It tells of the love affair of a young cowboy and the daughter of a cattle owner. There's a lovers' quarrel and the boy stalks off to join the Border Legion. The girl repents and goes after him. She is captured by the leader of the Legion and carried off to his cabin and made a prisoner.

How the cowboy beats the bandits at their own game and saves the girl, makes one of the most entertaining pictures shown in... in some time.

Rockliffe Fellowes has the role of Kells, leader of the Legion. Gibson Gowland is his lieutenant, and Charles Ogle is the ranchman-victim of the bands' maraudings.

Other big names in the strong supporting cast include James Corey, Edward Gribbon and Luke Cosgrave. George Hull adapted the story to the screen and William Howard directed the production as his first for Paramount.

Moreno and Helene Chadwick Featured in New Paramount

Antonio Moreno and Helene Chadwick are co-featured in the new Zane Grey-Paramount production, "The Border Legion," coming next... to the... Theatre.

"The Border Legion," regarded by many as the best of all this popular western author's stories, is a tale of the Southern Idaho border in the

All-Star Cast for Zane Grey's "Border Legion"

New Paramount Picture to be Feature at the Rialto

HEADED by Antonio Moreno and Helene Chadwick in featured roles, a remarkably strong cast has been assembled in the newest Zane Grey-Paramount production, "The Border Legion," to be shown at the Theatre next...

Moreno has a different sort of role as Jim Cleve, a gay, young, irresponsible cowboy. Miss Chadwick's role is that of a typical daughter of the West—young, beautiful, unafraid.

In the principal supporting roles are Rockliffe Fellowes, leader of "The Border Legion"; Gibson Gowland, his lieutenant; Charles Ogle, a cattleman who is the target for the maraudings of the Legion; James Corey, Edward Gribbon and Luke Cosgrave.

"The Border Legion" was a band of outlaws who rode the Southern border of Idaho in the early days of the West, spreading death and terror.

According to Zane Grey, this is a true story. It is clean, wholesome and typically American, chock-full of action, appeal, drama and love. William Howard did the direction, and George Hull wrote the screen play.

The entire production was made in the wild and little-known mountains of the Northwest with the marvelous natural scenery as background.

"The Border Legion" is the 'Western' of the season!

Ogle Thrills Players with His Stunt-Riding

Charles Ogle, featured Paramount player, climbed up on the driver's seat of an ancient stagecoach, cracked a long whip over the backs of six horses, and gave his fellow-players in Zane Grey's "The Border Legion" a thrill recently.

It happened in the wild and remote North country where William Howard was directing Antonio Moreno, Helene Chadwick, Rockliffe Fellowes, Ogle and Gibson Gowland in a picturization of the popular novel.

"I learned to do it in the circus," Ogle explained after he had brought the six snorting horses to a stop and dismounted from the swaying coach. "I was an announcer, but often one of the parade wagon drivers would be sick, and I'd drive his six horses through the streets."

Ogle learned to ride during his circus days. He gave "The Border Legion" company an exhibition of trick riding which made even the cowboys envious.

Antonio Moreno and Helene Chadwick are featured in the principal roles of the production.

The picture opens next... at the... Theatre.

Real Cowpunchers in Cast of "The Border Legion"

Honest - to - goodness, dyed-in-the-wool cowboys, recruited from all over the West, take part in the Paramount picturization of Zane Grey's "The Border Legion."

Fred Burns, the "cowboy poet" and the punchers' unofficial chief, was born near Miles City, Mont., and "rode herd" in that country and Wyoming. Later he was a trick rider and roper with the Buffalo Bill show.

Mat Hosea, who drove the old stage coach out of Tonapah years ago, is another of the cast. Hosea drives a six-horse stage for scenes in

Press Reviews

(Review No. 1)

THE "Border Legion," a Paramount picture, is a picturization of Zane Grey's immensely popular novel. Antonio Moreno and Helene Chadwick in the principal roles, is the feature at the... Theatre all week. The story was adapted to screen by George Hull. Will Howard directed the production, first for Paramount.

The story is the second of Paramount's widely advertised "Famous Players" series. The other was "The Wanderer of the Wasteland," shown at the... some time ago.

By taking "Wanderer" as a standard of comparison, one would think that "The Border Legion" would be anything but a disappointment. It's better.

Moreno has the role of Jim Cleve, a young cowboy who quarrels with his sweetheart, who quarrels with Chadwick, and Joan Randle, (Marilyn) who just to show her the Border Legion goes off and joins which terrorization, a bandit gathering and plus the country, many gold-miners and in its raiding, goes in towns. The girl, captured by the search of him and brought to the leader of the mountains. Of his shack back in ranges her escape sees her and on a raid in rape when the men, captured and down. The girl is dead on the Jim shot and left turns up unexpected of the road, and turns the expectedly at the ca.

Rockliffe Fellowes has the role of Gibson Gowland in the picture. Charles Ogle and is his lieutenant of the Legion plays the ranchman-victim of the bands' maraudings. Others in the cast are James Corey, Edward Gribbon and Luke Cosgrave.

(Review No. 2)

A Zane Grey story and Paramount picture, featuring Antonio Moreno and Helene Chadwick, couldn't be anything else but first class entertainment. And that's just what "The Border Legion" at the... Theatre.

Here is, perhaps, the finest story by the most popular author in America today made into one of the most unusual and exciting vehicles shown in many a long day.

The story deals with a band of Border Legion outlaws, known as the "Border Legion," who rode the Southern border of Idaho in the days when the West was a fast-moving scene, with appealing fights and big scenes, too, that "something" just another its being classed "western."

The entire picture was filmed in locations personally selected by the author.

William Howard directed the picture and George Hull wrote the screen play. Alvin Wyckoff handled the photography.

Here's the triumph in a row for Zane Grey. "The Call of the Canyon," "The Heritage of the Desert," "The Wanderer of the Wasteland."

(Review No. 3)

Antonio Moreno and Helene Chadwick are featured in the latest Paramount production, "The Border Legion," now at the... Theatre. The story is an adaptation by George Hull of the novel of the same name

the shrill "coo-ee" of the cowboys, riding herd with one knee thrown nonchalantly over the saddle horn.

The old west was reborn for Paramount's picturization of "The Border Legion," in locations personally selected by Zane Grey. Far in the North country, a selected cast of Paramount players headed by Antonio Moreno, Helene Chadwick, Charles Ogle, Rockcliffe Fellowes and Gibson Gowland, brought to life the characters that lived long ago.

Approximately 100 minor players, chiefly cowboys, take part in the spectacular production, directed by William Howard.

"The Border Legion," which opens at the . . . Theatre on . . . was filmed true to life.

The story, adapted to the screen by George Hull, has to do with the activities of a band of ruthless outlaws who preyed upon settlers and gold towns in the early days of Idaho.

A replica of one of the great cattle drives of the early days is a striking sight.

Here is, perhaps, one of the greatest of all Zane Grey tales, produced as is fitting such a story, with a cast that approaches perfection. Moreno and Miss Chadwick have featured roles, and others, besides those already mentioned, include Charles Ogle, James Corey, Edward Gribbon and Luke Cosgrave.

Alvin Wyckoff did the photography.

From Cowboys Draw Lots to See Who Dies First

An odd situation developed recently during the filming of the Zane Grey-Paramount production, "The Border Legion."

The cowboys drew lots to see who got killed first!

The argument began while the special train bearing Antonio Moreno, Helene Chadwick, Rockcliffe Fellowes, Charles Ogle, Gibson Gowland and nearly 100 players was speeding through the night from Los Angeles. "Is there any fishing up there?" one cowboy asked.

"Sure!" answered one of his fellows.

That began the argument, the motive being that the man who gets killed first would have more time to go fishing, since he couldn't appear in the picture after his demise.

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Other prominent players in the strong cast of the production include James Corey, Edward Gribbon and Luke Cosgrave.

You'll like this one.

Moreno and Helene Chadwick in Same Cast After 6 Years

After six years Antonio Moreno and Helene Chadwick again appear in the same . . . picture.

It's the Zane Grey Paramount production, "The Border Legion," which comes to the . . . Theatre next . . . , and in which both have featured roles.

The pair met at Paramount's West Coast studio. The meeting was a sort of reunion for Moreno and Miss Chadwick. Seven years ago, when Moreno was a star for another concern, Miss Chadwick was featured in one of his pictures called "The Angel Factory". She was also featured in another of his pictures that year, made by Geo. Fitzmaurice.

In 1918 they were together again in a Pearl White serial, "The House of Hate". And then they parted and their motion picture paths never crossed again until both were chosen for the new Zane Grey feature for Paramount.

By a strange coincidence "The Angel Factory" was written by Lucien Hubbard, who is production editor of all the Zane Grey pictures for Paramount.

Playing in support of the principals in "The Boarder Legion" are Rockcliffe Fellowes, Gibson Gowland, Charles Ogle, James Corey, Edward Gribbon and many others. The picture is a romance of the old West, replete with thrills.

Desert. Wanderer of the Wasteland," all Zane Grey stories, on the screen at the All were high-class entertainment, but "The Border Legion" is going to prove even more popular.

The entire picture was taken in the mountainous wilderness of the Northwest where, in the early days, the Border Legion was a real menace. To make the picture, Paramount players went one hundred miles into the mountains from a railroad that "The Border Legion" might be filmed on the actual locations described by the author.

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Moreno and Helene Chadwick Featured in New Paramount

Antonio Moreno and Helene Chadwick are co-featured in the new Zane Grey-Paramount production, "The Border Legion," coming next . . . to the . . . Theatre.

"The Border Legion," regarded by many as the best of all this popular western author's stories, is a tale of the Southern Idaho border in the early '70s when men braved untold hardships in their quest for gold and then had to fight for their very lives to keep it.

The Border Legion was a band of outlaws, (and Zane Grey says there really was such an organization) who preyed upon gold towns, waited for a strike to be made and then rode in, killed anyone who might happen in their way and rode off with the loot.

Moreno, in his role of a cowpuncher in the picture, becomes a member of the Legion and then turns the tables on them.

"The Border Legion" is just crammed full of old-fashioned thrills—a picture you'll enjoy to the final fade-out.

"Border Legion" Coming

The new Paramount picture, "The Border Legion," a screen version of Zane Grey's immensely popular novel by that name, will be shown next . . . at the . . . Theatre.

Antonio Moreno and Helene Chadwick are featured, and Rockcliffe Fellowes, Charles Ogle and Gibson Gowland have prominent supporting roles. William Howard directed the picture, his first work under the Paramount banner.

The story is a typical Zane Grey Western thriller, an appealing tale of romance and adventure in the old days when a man was judged by his ability to handle his six-guns.

Here's a real 'he-man' story in more ways than one, for Miss Chadwick is the only woman member of the cast.

"The Border Legion" is one of the best-selling stories by the author of the natural-color picture, "Wanderer of the Wasteland," etc., and has made a great picture.

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Fred Burns, the "cowboy poet" and the punchers' unofficial chief, was born near Miles City, Mont., and "rode herd" in that country and Wyoming. Later he was a trick rider and roper with the Buffalo Bill show.

Mat Hosea, who drove the old stage coach out of Tonapah years ago, is another of the cast. Hosea drives a six-horse stage for scenes in "The Border Legion," which opens a run of . . . days at the . . . Theatre next . . .

This is the fifth of the Zane Grey stories to be filmed by Paramount—and all on the actual locations described by the author. The others, all shown at some time or other at the . . . are "The Call of the Canyon," "To the Last Man," "The Heritage of the Desert," and the all-color picture, "Wanderer of the Wasteland."

Antonio Moreno and Helene Chadwick are featured in the principal roles of "The Border Legion," and there's a great cast playing in support.

Rockcliffe Fellowes in Zane Grey's "The Border Legion"

Rockcliffe Fellowes has the role of Kells, leader of "The Border Legion," a notorious band of outlaws in the Zane Grey-Paramount picture of the same name which comes to the . . . Theatre for a run of . . . days on . . . next.

Fellowes' role is that of a "semi-heavy." His one thought is for gold, and he will go to any end to obtain it. Yet the influence toward good is not entirely dead within him. At the close of the picture he gives his life in protecting Helene Chadwick, who is featured with Antonio Moreno in the leading roles of the production.

Gibson Gowland is Fellowes' lieutenant in the picture, and others in the cast include Charles Ogle, James Corey, Edward Gribbon and Luke Cosgrave.

William Howard directed the production which was adapted to the screen by George Hull.

Moreno has the role of Jim Corey, who quarrels with Joan Randle, just to show her he goes off and joins a bandit gang, a country, considering in its raid towns. The girl search of him and his shack back in love sees her and escape when the men are shot and left Jim shot and left side of the road. Spectedly at the ca tables on the outla fellowes has the role of in the picture and is his lieutenant plays the rancher. Others in the cast are James Corey, Edward Gribbon and Luke Cosgrave.

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Here is, perhaps, the finest story by the most popular author in America today in one of the most unusual scenes shown in many a long day.

The story deals with a band of outlaws, known as the Border Legion, who rode the Southern border of Idaho in the early days when the West was a fast-moving scene of romance, raids, galore—and, which prevent "just another western." The entire picture was filmed in locations personally selected by the author.

William Howard directed the picture and George Hull wrote the screen play. Alvin Wyckoff handled the photography.

Here's the fifth big Paramount triumph in a row for Zane Grey. "The Call of the Canyon," "The Last Man," "The Heritage of the Desert," "Wanderer of the Wasteland."

(Review No. 3)

Antonio Moreno and Helene Chadwick are featured in the latest Paramount production, "The Border Legion," now at the . . . Theatre.

The story is an adaptation by George Hull of the novel of the same name by Zane Grey. William Howard directed.

To those who like a pleasing romantic-drama, flavored with action and thrills, "The Border Legion" going to prove one of the finest pictures they've ever seen on the screen at the . . .

It's a big story, a big picture, produced in a big way with a big star cast. Rockcliffe Fellowes, Gibson Gowland, Charles Ogle and Edward Gribbon are but a few of the well-known players appearing in port.

If it wasn't for the fact that term "special" has been so misused we'd be inclined to use it in design "The Border Legion." Here everything that could possibly be crammed into a picture—and just a little more.

We liked "The Border Legion" so will you!

A Short One

Action-plus, with more big scenes than you'll find in a flock of sheep. That's "The Border Legion," Zane Grey-Paramount production which opened last night at the . . .

It's a pell-mell, slam-bang action-romance—a sure-enough hair-raiser. Antonio Moreno and Helene Chadwick are featured, and there's an all-star cast playing in support. William Howard directed. George Hull wrote the screen play.

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Moreno has the role of Jim Cleve, a young cowboy, who quarrels with his sweetheart, Joan Randle, (Miss Chadwick) and goes off and joins the Border Legion, a bandit gang which terrorizes the country, murdering and plundering in its raid on gold-miners and towns. The girl, repenting, goes in search of him and is captured by the leader of the gang and brought to his shack back in the mountains. Cleve sees her and arranges her escape when the men are on a raid in the town. The girl is recaptured and Jim shot and left for dead on the side of the road. He turns up unexpectedly at the cabin and turns the tables on the outlaws. Rockcliffe Fellowes has the role of the bandit chief in the picture and Gibson Gowland is his lieutenant. Charles Ogle plays the rancher-victim of the Legion. Others in the big cast are James Corey, Edward Gribbon and Luke Cosgrave.

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The entire picture was filmed on locations personally selected by the author.

William Howard directed the picture and George Hull wrote the screen play. Alvin Wyckoff handled the photography.

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led his company into the wilderness, they traveled approximately 100 miles from the nearest railroad point, over rough mountain roads and along narrow trails between the towering pine trees.

At strategic points along the route he engaged and stationed veteran cowboys, giving each three horses. A system of meeting places and times was worked out, so that the relay system would cover the 100 miles in a day and a half.

With this thin link between them and civilization, the company began its operations under almost primitive conditions, living and sleeping virtually in the open and traveling dozens of miles by horse for unusually beautiful locations needed for backgrounds to make the completed picture a true presentation of the widely read novel.

And every day and night, sleeping in "cat naps" and eating when opportunity afforded, the cowboys rode the length of their lonely patrols carrying on the work of the "pony express."

Occasionally they carried in heavy parcels of raw motion picture film, consigned from the Paramount studio in Hollywood. More frequently they carried out exposed, but undeveloped film of scenes in which Antonio Moreno, Helene Chadwick, Rockcliffe Fellowes, Charles Ogle, Gibson Gowland and some 100 other players participated.

Every trip they carried packets of mail, some from the studio advising Director Howard of the progress of the studio work, much more from the players to their families and friends, or vice versa.

They rode their patrols over lofty mountain peaks where snow and ice stays everlastingly in the shady canyons, and into valleys threaded with streams. Every few days provisions were carried in by the rider in touch with the railroad point, and relayed along the line to the others of the "pony express."

The Paramount players found the same eager spirit of co-operation in their own "pony express" as in the riders who carried the mail over the leagues of uncharted wilderness in the early days of the American frontier.

During all of their stay in the lonely forest heights, the mail was late only once. That was because the second rider in the relay, floundering along a mountainside trail in a blinding rain, lost his way and spent hours in regaining the path.

Film fans who see "The Border Legion" at the Theatre next will readily agree that no matter what disadvantages Paramount might have put its players to in bringing this finest of all Zane Grey stories to the screen, no matter what expense might have been incurred in its production, both were more than justified in the splendid results obtained.

Helene Chadwick Only Woman in Cast of New Film

Pretty Helene Chadwick, featured with Antonio Moreno, is the only woman in the cast of the new Zane Grey-Paramount production, "The Border Legion," which will be the feature at the Theatre next Theatrical

Miss Chadwick and the wife of the picture's chief cameraman were the only feminine members of the producing organization which traveled miles into the mountains of the Northwest that "The Border Legion" might be filmed on the actual locations described by the author in his story. And Zane Grey personally supervised the selection of these locations, so everything about the picture is authentic, even the story, according to Grey, is a true one.

It's a Feature Picture in Spite of the Fact That—

Antonio Moreno didn't make a single change of wearing apparel. He wore but one suit, and that wasn't cleaned.

It wasn't pressed. And the picture went on for five weeks!

The name of it is "The Border Legion." It's a Paramount adaptation of Zane Grey's famous novel of that name, and—

But you know the rest. The debonnaire Antonio has the role of a cowboy, and cowboys are not the tailors' best patrons.

Helene Chadwick is featured with Moreno in the production which opens at the Theatre on for a run of days.

Charles Ogle, man of many characters, has a new one in the Paramount picturization of Zane Grey's "The Border Legion." He appears as a frontier pioneer cattleman with sombrero, dusty cowboy boots and all. But the gateman, contrary to usual publicity procedure, didn't fail to recognize him and bar him from the studio, because the picture was filmed in the wild Northwestern mountains where there aren't any studio gatemen.

Helped Mae Along

Gibson Gowland pushed Mae Murray into her first scene in motion pictures. He told about it one night when, with Antonio Moreno, Helene Chadwick, Rockcliffe Fellowes, Charles Ogle and others, he sat around the camp fire in the wild Northwestern mountains where Zane Grey's "The Border Legion" was being filmed for Paramount. Miss Murray had never before worked in a picture and had stage fright. Gowland took her by the arm and pushed her into the range of the camera when her cue came. After that, he said, she performed with the calmness of demeanor which has since made her famous.

Strange Thing About Tony—

Antonio Moreno is a strange paradox; he is an expert marksman and yet he hates to handle a gun.

In the Paramount picturization of Zane Grey's "The Border Legion," Moreno wears two revolvers. Other players in the company were continually handling guns; the cowboys, particularly, liked to argue loud and long over the merits of their weapons.

Yet Moreno's revolvers always remained in their holsters unless they were needed for a scene in the picture.

"Better be safe than silly," he explains.

New Owner

The buckskin trousers worn by J. Warren Kerrigan in "The Covered Wagon" have a new owner.

His name is Steve Carrie, and he is one of the members of "The Border Legion" in Paramount's picturization of Zane Grey's famous novel.

Carrie had the trousers in his wardrobe when the company reached its isolated base camp in the wild mountains of the Northwest, and wore them in several scenes in which Antonio Moreno, Helene Chadwick, Rockcliffe Fellowes, Charles Ogle, Gibson Gowland and others participated.

Held Over

The Zane Grey-Paramount production, "The Border Legion," which was to close its day run at the Theatre today, will be held over another day.

Antonio Moreno and Helene Chadwick are featured in the leading roles of the production which was adapted to the screen by George Hull. William Howard directed the picture, his first work for Paramount.

Rockcliffe Fellowes, Gibson Gowland and Charles Ogle have important roles in support. Others in the great cast include James Corey, Edward Gribbon and Luke Cosgrave.

Last Times Today

The final showings of the Zane Grey-Paramount production, "The Border Legion," which was shown for the first time in last at the Theatre, will take place there this afternoon and evening.

Featured in the principal roles of the production are Antonio Moreno and Helene Chadwick, with Rockcliffe Fellowes, Gibson Gowland, Charles Ogle and others just as well-known in the strong supporting cast.

"The Border Legion" deals with the West in the early '70s and is a real hair-raiser.

most spectacular and complete wrecks ever staged.

Six horses, plunging madly over a narrow mountain trail, dragged the coach to its doom in a narrow canyon that sheered away from the road's outer edge.

On top of the coach rode Antonio Moreno, Paramount film star, presumably wounded in a battle with a band of outlaws called "The Border Legion."

And the wreck of the stagecoach came within an ace of being Moreno's last ride.

The horses, frightened and plunging, veered from the road and the coach struck an obstruction on the inside of the road. The coach went up in the air, and so did Moreno. Only he went about 25 feet higher than the coach and came down at the edge of the cliff just as the stagecoach toppled over.

If he had delayed an instant, the falling coach would have pinned him to the ground. So he rolled a fraction of an inch, hurled himself over the edge of the cliff, and let go.

And after him, turning over and over, came the coach!

They landed a scant ten feet apart in the bottom of the canyon, and the stagecoach gave one final roll as Moreno, to escape it, rolled into a creek that came straight down from the everlasting snows.

After the cameras quit cranking—it was for a motion picture, of course—Moreno got up, shook the water out of his ears, emptied his cowboy boots and examined himself.

Aside from a sprained neck and more bruises and little cuts than any given amount of sticking plaster could cover, he was unhurt.

But the stagecoach was demolished. In fact it hardly looked like a stagecoach at all. They left it right where it fell.

The wreck was staged for one of the many punchful scenes in the Zane Grey-Paramount production, "The Border Legion," which is due next at the Theatre. Moreno and Helene Chadwick are featured in the leading roles. Others in the strong supporting cast are Rockcliffe Fellowes, Gibson Gowland, Charles Ogle, James Corey, Edward Gribbon and Luke Cosgrave.

William Howard directed the picture which was adapted to the screen by George Hull.

Moreno Waited 8 Years to Play "Border Legion"

There is perseverance, and also perseverance, but Antonio Moreno is one of the champion perseverers of all time.

He waited eight years to play the leading role in Zane Grey's "The Border Legion."

He told about it around the fire at the base camp in the mountains where, with Helene Chadwick, Charles Ogle, Rockcliffe Fellowes and Gibson Gowland, he was filming "The Border Legion" for Paramount under the direction of William Howard.

"Back in 1916, when I was playing with Edith Storey," he said, "she read the novel and decided it would make a great picture for us. I also became tremendously interested in the picture possibilities of the story and have been waiting ever since for a chance to make it."

"The Border Legion" tells of a band of ruthless outlaws who preyed upon cattle and gold towns in the early days of the West.

The picture opens a run of days next at the Theatre.

100 Miles from Nowhere to Make "The Border Legion"

Temporarily cut off from the world a Paramount company traveled 100 miles back in the Northwestern mountains to film Zane Grey's "The Border Legion."

The story deals with the lawless activities of a band of raiders who rode the Southern Idaho border in the old days of the West, preying upon cattle and gold towns.

The cast is headed by Antonio Moreno, Helene Chadwick, featured; Rockcliffe Fellowes, Charles Ogle and Gibson Gowland. William Howard directed.

"The Border Legion" opens a days' run at the Theatre on next.

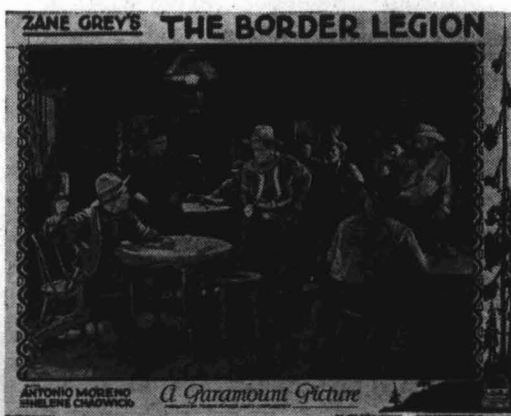
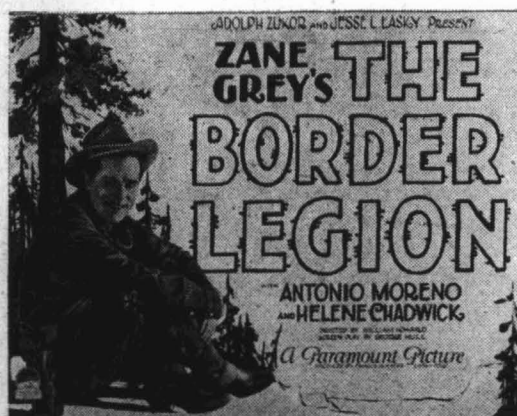


Zane Grey's "The Border Legion" PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth

It's Colored INSERT CAR

Insert cards are the handy me
of the poster family—you'
find a dozen different use
for them. And they're cheap



ZANE GREY'S THE BORDER LEGION

ZANE GREY'S THE BORDER LEGION



SET OF EIGHT COLORED LOBBY CARDS

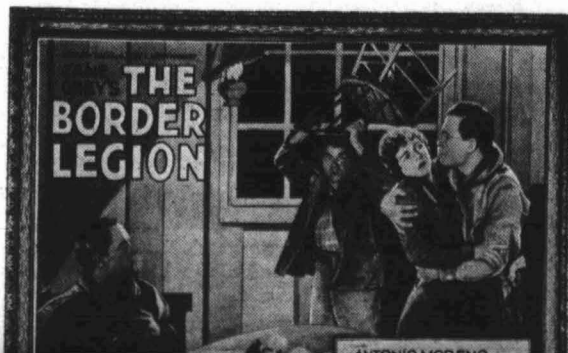
Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

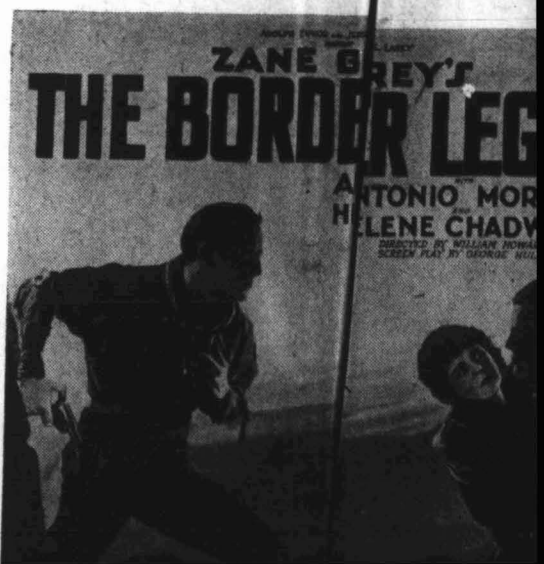
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS. ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)		FOR GENERAL EXPLOITATION	
One Sheet (1A and 1B).....	\$.15	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
Three Sheet (3A and 3B).....	.45	Insert Cards (14 x 36 in. to fit above).....	.25
Six Sheet (6A).....	.75	22 x 28 Gilt Frames.....	1.50
Twenty-four Sheet (24A).....	2.40	Heralds, per thousand.....	3.00
PHOTOS FOR YOUR LOBBY		Window Card.....	.07
22 x 28 (Colored).....	.40	Announcement Slide.....	.15
11 x 14 Set of Eight (Colored).....	.60	Publicity Photos, Each.....	.10
STAR CUTS OF MORENO		Trailers—National Screen Service	
One Column (two styles).....	.25	126 W. 46th St., New York City	
Two Column.....	.40	845 So. Wabash Ave., Chicago, Ill.	
Three Column.....	.90	917 So. Olive Street, Los Angeles, Cal.	
Circle Thumbnail (Coarse or Fine).....	.15	284 Turk St., San Francisco.	
For Newspaper Ads			
ADVERTISING CUTS			
One Column.....	.35		
Two Column.....	.65		
Supplementary (Two Column).....	.25		

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



's "The Border Legion" R THAT PACKS THE PUNCH

Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

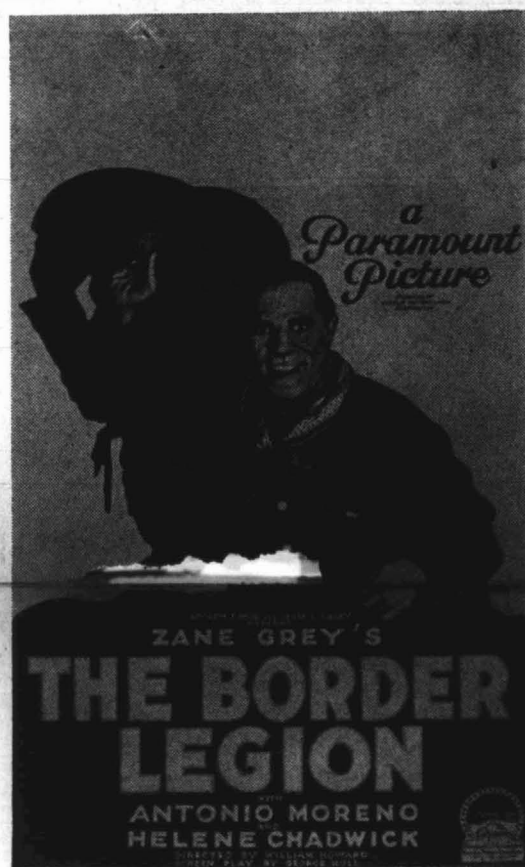
WINDOW CARD

On the right is a reproduction of the window card on "The Border Legion."

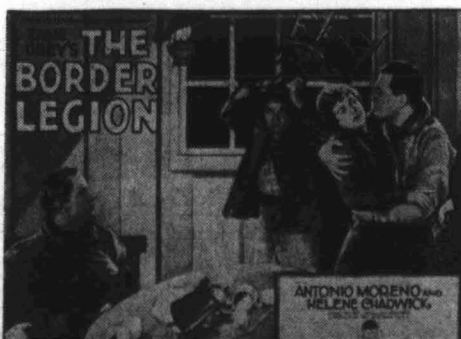
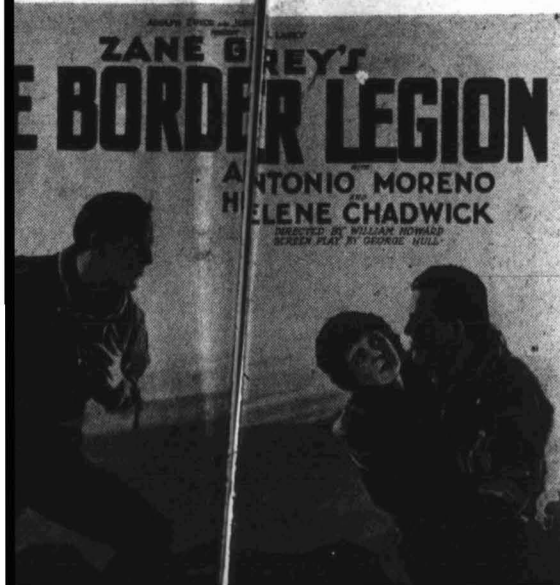
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c a piece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.



Put the picture over the top by putting posters over the town. Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

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For Outdoor Advertising		MATS. ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B).....	\$.15	One Column	\$.05
Three Sheet (3A and 3B).....	.45	Two Column10
Six Sheet (6A).....	.75	Supplementary (Two Column) (Adv. Only).....	.10
Twenty-four Sheet (24A).....	2.40	Three Column (Adv. Only).....	.15
PHOTOS FOR YOUR LOBBY		Four Column (Adv. Only).....	.25
22 x 28 (Colored)40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored).....	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
STAR CUTS OF MORENO		Insert Cards (14 x 36 in. to fit above).....	.25
One Column (two styles).....	.25	22 x 28 Gilt Frames.....	1.50
Two Column40	Heralds, per thousand.....	3.00
Three Column90	Window Card07
Circle Thumbnail (Coarse or Fine).....	.15	Announcement Slide15
For Newspaper Ads		Publicity Photos, Each.....	.10
ADVERTISING CUTS		Trailers—National Screen Service	
One Column35	126 W. 46th St., New York City	
Two Column65	845 So. Wabash Ave., Chicago, Ill.	
Supplementary (Two Column).....	.25	917 So. Olive Street, Los Angeles, Cal.	
		254 Turk St., San Francisco.	

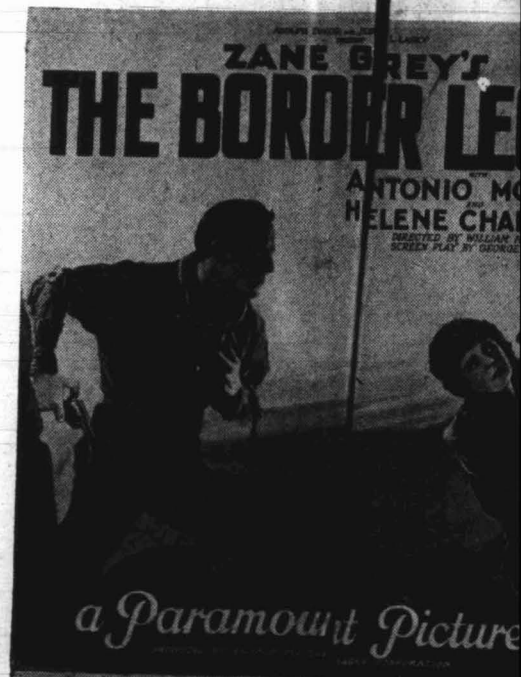
Press Books and Music Cues are gratis.



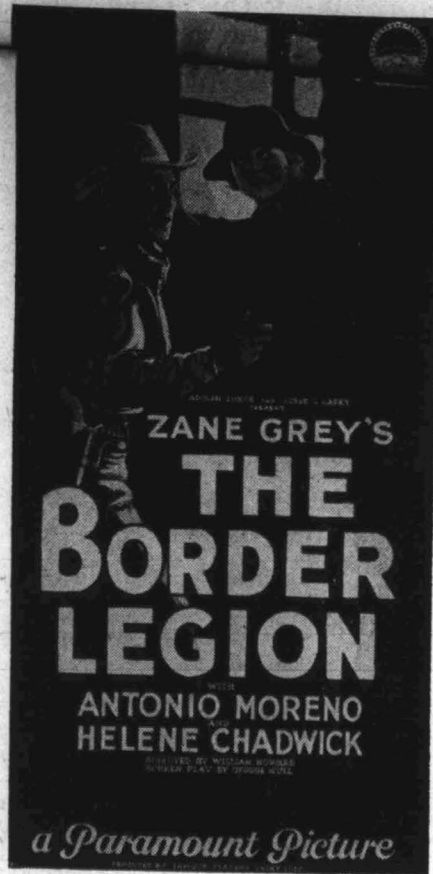
One Sheet Poster 1A



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A

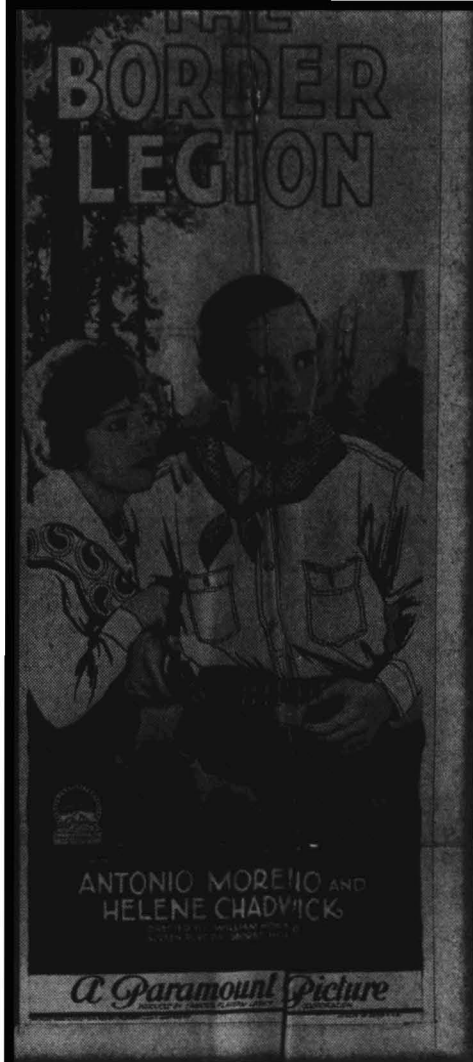


Three Sheet Poster 3A



Twenty-four Sheet Poster 24A

Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

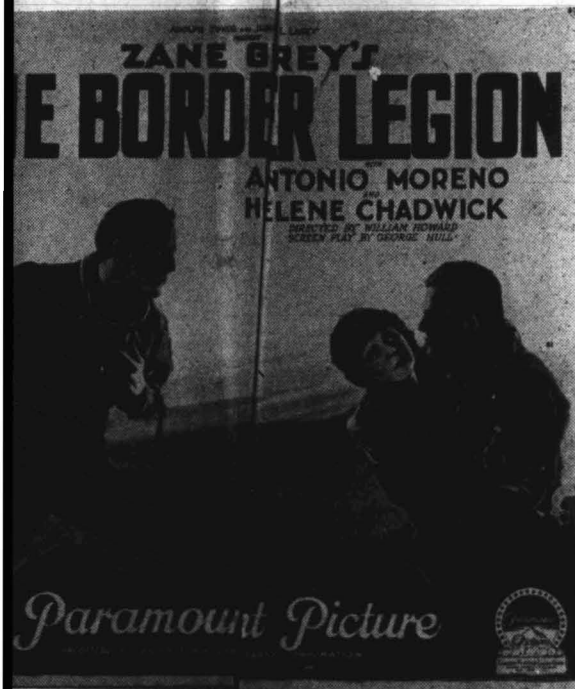
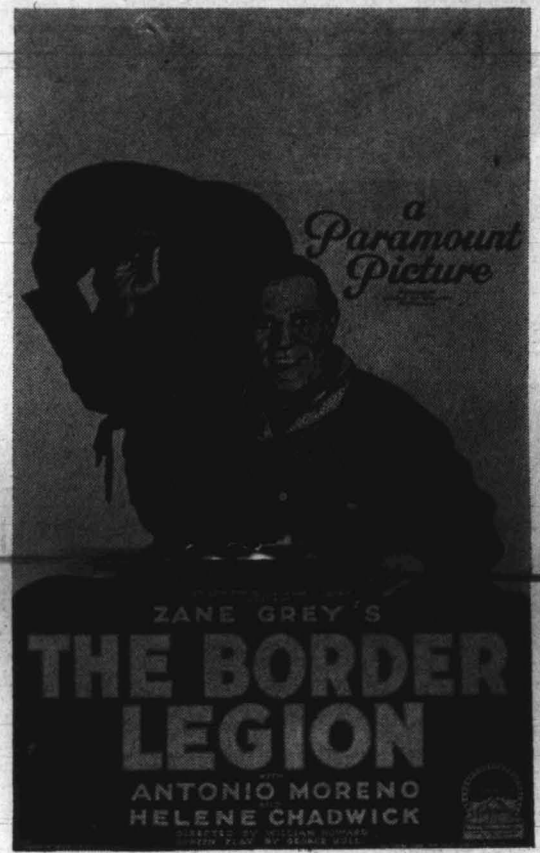
WINDOW CARD

On the right is a reproduction of the window card on "The Border Legion."

The original is a beauty—strikingly colored and a positive eye-catcher.

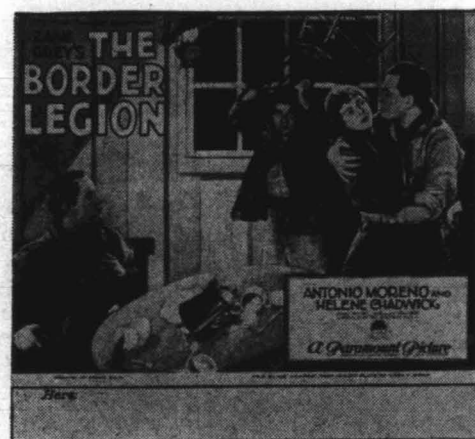
At 7c a piece, you'll surely want a lot of them to distribute in your local stores.

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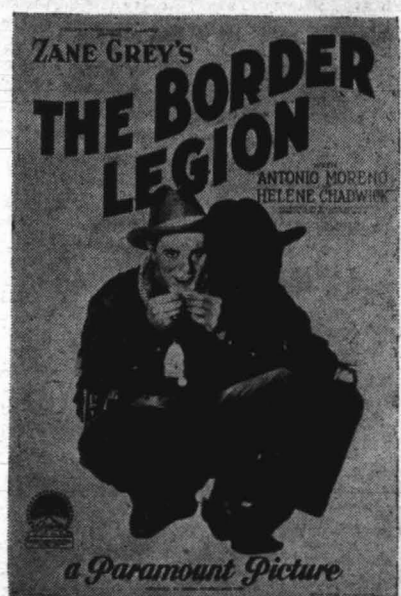


Six Sheet Poster 6A

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
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Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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